



Human Relations Commission Annual Report

Prepared by Sharon Cini, Diversity & Inclusion Program Manager on December 23, 2019

Approved by the Human Relations Commission on January 13, 2020

Web Site Address: www.ScottsdaleAZ.gov/boards/human-relations-commission

Number of Meetings Held: 11

Public Comments: 7

Major Topics of Discussion / Action Taken:

- Continued branding *Scottsdale for All*, a community diversity campaign promoting values of respect, kindness, empathy, and civility.
- Evolving *Dinner & Dialogue* project for larger group conversations on diversity-related topics.
- Created an updated HRC Strategic plan for 2019/20.
- Golden Rule City Celebration is being planned for April 2020 and has started partnerships with the Be Kind People Project, Arizona Interfaith Movement, and the AZ Jazz Foundation.
- Public comments were specifically made to the HRC regarding suggestions to change city council invocations.

Current Member Attendance:

Member Name, Title	Present	Absent	Service Dates
James Eaneman	10	1	From January to December
Emily Hinchman	10	1	From January to December
Stuart Rhoden	11	0	From January to December
Janice Shimokubo	11	0	From January to December
Marie Hannellie Mendoza	10	1	From January to December
Laurie Coe	6	2	*From January to September (term expired Sept.)
Nadia Mustafa	8	0	*From January to September (term expired Sept.)
Marty Day	1	1	*From October to December (appointed mid-Oct.)
Conay Huizar	2	0	*From October to December (appointed mid- Oct.)

Subcommittees: "None"

Ethics Training: Yes, January 2019

Selected Officers: Janice Shimokubo was elected to preside as Chair; Nadia Mustafa was elected to preside as Vice-Chair. Once the Vice-chair seat was vacated in September, Emily Hinchman was voted in as Vice-Chair.

2019 Human Relations Commission activities:

January- HRC members attended the Martin Luther King Jr. Dinner Celebration. Several HRC members conducted outreach at Peace and Community Day. Commissioners also represented Scottsdale at the Regional Unity Festival and Walk. Commission work for the year were identified with three priority areas: Scottsdale For All, Dinner & Dialogue, and the Golden Rule Day. This includes an action plan for each area with details on how to market Scottsdale For All and other activity.

February- Final HRC Strategic plan was approved with an additional priority for “initiatives as identified”. Chair Mustafa submitted a section on diversity and the Scottsdale For All campaign as part of an updated “Coffee Book” of Scottsdale. More visible advertisement was identified and planned, including a horizontal hanging banner at Scottsdale Stadium during Spring Training – “A game for all, a community for all, Scottsdale For All”. This message reached thousands of people attending the games.

March- HRC discussed and engaged more into understanding the Citizen Survey and the sections on “openness” and “acceptance”. The Commission planned a ***Dinner & Dialogue*** at a citizen’s home. Conversation amongst 8 residents was impactful. Evaluations were given and reviewed. Feedback was supportive and positive. HRC continued working on plans of action for priority areas.

April- HRC received an update on hate crime statistics in Scottsdale by Scottsdale Police Department. Commissioners began discussions on their role for interventions, including how they might write citizen responses on diversity issues. Commissioners participated in several outreach opportunities for citizen engagement including: Phoenix Pride Parade, Arizona Bike Week, Phoenix Indian Center’s Silver & Turquoise Ball, and Exclusively Little Expo.

May- Commission received a refresher course on table discussion facilitation. They hosted the Regional Human Relations Commission meeting which included Chandler, Mesa, Tempe, Scottsdale, Gilbert, Glendale and Phoenix, using the Dinner & Dialogue concept. It went extremely well, and they identified a common interest: Working more with youth. Audit Sunset review was complete, and the Commission was approved to continue as an appointed Commission of the council.

June- Discussions included ways to consider citizen engagement in their activities as well as items heard and identified during the Regional HRC meeting. Continued working on priority updates using strategic planning. ***Scottsdale For All*** plan of action for increasing visibility includes successful requests including to the Economic Development team who included SFA in the July newsletter.

July- No regular HRC meeting scheduled.

August- Follow up conversation continued with Scottsdale Police re: citizen incident of racism. Commission recommended a letter from the City Council to the victim of racism and make a public statement against prejudice and racism. Ideas were also identified to include signage promoting the Golden Rule values of kindness, respect, empathy and civility. This language can be used at city events. Tourism and Events department will be involved with this final approval for signage.

September- Commission approved language for recommended event signage, now forward to Tourism and Events Director for review and approval. Commission also added a community diversity partner, a grassroots community group called Scottsdale Together Overcoming Prejudice (STOP). There were also two outgoing commissioners (Outgoing Chair Nadia Mustafa and Commissioner Laurie Coe).

October- Vice-Chair Shimokubo was voted by the Commission as Chair. Commission requested a presentation on a community campaign designed to address panhandling complaints in Scottsdale. Another nonprofit organization, Be Kind People Project, was added as a Commission community diversity partner. They plan to help with the Golden Rule Day Celebration 2020 and are a part of the committee. Commission also heard a presentation on the ADA self-evaluation and transition plan and asked to take the ADA online survey, if they wanted to provide public input. SFA poster distributions this month included Realtor One, three different networking events held by the Scottsdale Chamber of Commerce, and an SFA ad in the Scottsdale Visitor's Guide 2020.

November- Commissioners conducted public outreach at the Arizona Asian Festival. Two new Commissioners (Marty Day and Conay Huizar) were appointed and joined in their first meeting. Chair Shimokubo and staff liaison met with each of them to get them orientated and ready for engagement into the HRC projects. Commissioners also arranged for another facilitated meeting to prepare Commission for 2020 strategic planning. Commissioner Emily Hinchman was voted in as the new Vice-Chair.

December- Continued finalizing 2020 strategic plan. Finalized plans for city's Golden Rule Day celebration on April 11th. A new SFA ad was produced for the Arabian Horse Show event program. This will be a full page, full color advertisement with a reference to the Golden Rule Day celebration event.

Future Significant Work Products:

2020 Strategic Plan of Action: Human Relations Commission has created a strategic plan with specific project objectives and Commissioner assignments. Each project will have updates for review each month throughout the upcoming year.

Social Media/Communications: Human Relations Commissioners will continue to optimize use social media outlets, such as Twitter, Instagram, Facebook, or LinkedIn via the Office of Communications. A communications plan will include a schedule, tasks needed and responsible party. Commission will consider continuing writing articles that promote unity and discourage prejudice, racism and stereotypes.

Community Education events: Human Relations Commissioners will continue to plan to implement Dinner & Dialogues at least two times per year, although the focus may change to make a larger impact. Outreach will continue to be a part of the strategic plan. Commission will also engage more this year with their community diversity partners.

Upcoming Opportunities, Challenges, or Outcomes:

- Human Relations Commission continues to carry out their mission by helping to address all potential forms of discrimination and to see them alleviated and addressed. Human Relations Commissioners will assist and make appropriate recommendations to City Council on this issue.
- The **Scottsdale for All** community campaign would like to expand more, including large advertisements at mega events such as Barrett-Jackson, Phoenix Open, and Spring training at Scottsdale Stadium. Assessing funding for these ads.
- Human Relations Commissioners would like to continue to gather public feedback at their sponsored events to ensure they are planning and designing according to the needs of the community but most importantly, identifying local perceptions related to the demonstration to serve our community's diverse needs.
- Human Relations Commissioners would like to continue more communication with other cities on similar issues or topics for the community-at-large.

- Human Relations Commissioners will continue to represent the city at community diversity events and other city events as available.

Additional Comments/Recommendations: If the Board/Commission wishes to add additional comments or recommendation(s) to the City Council, it can go in this section.

None